

## AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Previously presented) A method, comprising:  
receiving a search query;  
identifying a plurality of item identifiers responsive to the search query, wherein each  
item identifier is associated with an item offered for sale and comprises  
information regarding the item;  
selecting a first group of item identifiers from the plurality of item identifiers,  
wherein the first group of item identifiers was received from a vendor feed, the  
vendor feed comprising information from at least one vendor offering one or more  
items for sale;  
selecting a second group of item identifiers from the plurality of item identifiers,  
wherein the second group of item identifiers was obtained by extraction of item  
identifiers from shopping documents offering one or more items for sale, the  
shopping documents not received directly from a vendor feed; and  
displaying at least one item identifier from the first group in a visually distinct way,  
from at least one item identifier from the second group.
2. (Canceled).
3. (Canceled).

4. (Previously presented) The method of claim 1, wherein the extraction is performed at least in part by a template-based extraction method.
5. (Previously presented) The method of claim 1, wherein the extraction is based at least in part on the search query.
6. (Canceled).
7. (Canceled).
8. (Previously presented) The method of claim 1, wherein displaying the first group of item identifiers comprises displaying a first list and wherein displaying the second group of item identifiers comprises displaying a second list, wherein the first list is visually separated from the second list when displayed.
9. (Previously presented) The method of claim 1, wherein displaying the first group of item identifiers comprises displaying a first grid and wherein displaying the second group of item identifiers comprises displaying a second grid, wherein the first grid is visually separated from the second grid when displayed.
10. (Previously presented) The method of claim 1, further comprising:

selecting a third group of item identifiers from the plurality of item identifiers, wherein the third group of item identifiers was obtained by a source different from direct receipt from a vendor feed and extraction from shopping documents and displaying at least one item identifier from the third group in a visually distinct way from the at least one item identifier from the first group and from the at least one item identifier from the second group.

11. (Previously presented) A method, comprising:  
receiving a search query;  
identifying a plurality of item identifiers responsive to the search query, wherein each item identifier is associated with an item offered for sale and comprises information regarding the item;  
selecting a first group of item identifiers from the plurality of item identifiers;  
determining a first degree of certainty that each item identifier from the first group of item identifiers has been correctly associated with a respective item;  
selecting a second group of item identifiers from the plurality of item identifiers;  
determining a second degree of certainty that each item identifier from the second group of item identifiers has been correctly associated with a respective item; and  
displaying a representation of the first degree of certainty, a representation of the second degree of certainty, and at least one item identifier from the first group in a visually distinct way from at least one item identifier from the second group.

12. (Previously presented) The method of claim 11, wherein the first degree of certainty is based at least in part on a first method of obtaining the item identifiers.

13. (Previously presented) The method of claim 12, wherein the first method of obtaining the item identifiers in the first group comprises receiving item identifier information from a vendor feed, the vendor feed comprising information from at least one vendor offering one or more items for sale.

14. (Previously presented) The method of claim 12, wherein the second degree of certainty is based at least in part on a second method of obtaining the item identifiers, the second method comprising extraction of item identifiers from shopping documents offering one or more items for sale, the shopping documents not received directly from a vendor feed.

15. (Previously presented) A computer program product for outputting item identifiers, comprising:

a computer-readable storage medium; and

computer program code, encoded on the computer-readable storage medium, for:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query, wherein

each item identifier is associated with an item offered for sale and comprises

information regarding the item;

selecting a first group of item identifiers from the plurality of item identifiers,

wherein the first group of item identifiers was received from a vendor feed,

the vendor feed comprising information from at least one vendor offering one or more items for sale;  
selecting a second group of item identifiers from the plurality of item identifiers, wherein the second group of item identifiers was obtained by extraction of item identifiers from shopping documents offering one or more items for sale, the shopping documents not received directly from a vendor feed; and  
displaying at least one item identifier from the first group in a visually distinct way from at least one item identifier from the second group.

16. (Canceled).

17. (Canceled).

18. (Previously presented) The computer program product of claim 15, wherein the extraction is performed at least in part by a template-based extraction method.

19. (Previously presented) The computer program product of claim 15, wherein the extraction is based at least in part on the search query.

20. (Canceled).

21. (Canceled).

22. (Previously presented) The computer program product of claim 15, wherein displaying the first group of item identifiers comprises displaying a first list and wherein displaying the second group of item identifiers comprises displaying a second list, wherein the first list is visually separated from the second list when displayed.

23. (Previously presented) The computer program product of claim 15, wherein displaying the first group of item identifiers comprises displaying a first grid and wherein displaying the second group of item identifiers comprises displaying a second grid, wherein the first grid is visually separated from the second grid when displayed.

24. (Previously presented) The computer program product of claim 15, further comprising program code, encoded on the computer-readable medium, for:

selecting a third group of item identifiers from the plurality of item identifiers,  
wherein the third group of item identifiers was obtained by a source different  
from direct receipt from a vendor feed and extraction from shopping documents  
and displaying at least one item identifier from the third group in a visually  
distinct way from the at least one item identifier from the first group and from the  
at least one item identifier from the second group.

25. (Previously presented) A computer program product for outputting item identifiers, comprising:

a computer-readable storage medium; and

computer program code, encoded on the computer-readable storage medium, for:

receiving a search query;  
identifying a plurality of item identifiers responsive to the search query, wherein each item identifier is associated with an item offered for sale and comprises information regarding the item;  
selecting a first group of item identifiers from the plurality of item identifiers;  
determining a first degree of certainty that each item identifier from the first group of item identifiers has been correctly associated with a respective item;  
selecting a second group of item identifiers from the plurality of item identifiers;  
determining a second degree of certainty that each item identifier from the second group of item identifiers has been correctly associated with a respective item;  
and displaying a representation of the first degree of certainty, a representation of the second degree of certainty, and at least one item identifier from the first group in a visually distinct way from at least one item identifier from the second group.

26. (Previously presented) The computer program product of claim 25, wherein the first degree of certainty is based at least in part on a first method of obtaining the item identifiers in the first group.

27. (Previously presented) The computer program product of claim 26, wherein the first method of obtaining the item identifiers in the first group comprises receiving item identifier information from a vendor feed, the vendor feed comprising information from at least one vendor offering one or more items for sale.

28. (Previously presented) The computer program product of claim 25, wherein the second degree of certainty is based at least in part on a second method of obtaining the item identifiers in the second group, the second method comprising extraction of item identifiers from shopping documents offering one or more items for sale, the shopping documents not received directly from a vendor feed.

29. (Canceled).

30. (Canceled).

31. (Canceled).

32. (Previously presented) The method of claim 1, further comprising:  
determining a degree of certainty that an item identifier has been correctly associated  
with an item; and  
displaying a representation of the degree of certainty.

33. (Previously presented) The method of claim 32, wherein the degree of certainty is based on a reliability measure of the information received from the vendor feed.



34. (Previously presented) The method of claim 32, wherein the degree of certainty is based on a reliability measure of the information obtained through extraction of item identifiers from shopping documents.

35. (Previously presented) The method of claim 32, wherein the degree of certainty is based on a determination of accuracy of the information provided for each item, the accuracy determination based at least in part on whether the information was received from a vendor feed.

36. (Previously presented) The method of claim 11, wherein the first degree of certainty is based on a reliability measure of the information received from a vendor feed.

37. (Previously presented) The method of claim 11, wherein the second degree of certainty is based on a reliability measure of the information obtained through extraction of item identifiers from shopping documents offering one or more items for sale, the shopping documents not received directly from a vendor feed.

38. (Previously presented) The method of claim 11, wherein the first degree of certainty is based on a determination of accuracy of the information provided for each item, the information obtained by one of extraction from shopping documents and receipt from a vendor feed.

39. (New) The method of claim 1, wherein the vendor feed comprises a data stream received from the at least one vendor.

40. (New) The method of claim 39, wherein the data stream includes data describing an attribute of an item offered for sale by the at least one vendor.